
IMPROVING K9 BEHAVIOR

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HOW IT ALL STARTED

My Inspiration

My Project

My project was to help people train their dogs so that they could keep their family whole.



MY APPROACH

I needed to see the problem from all sides to get a full understanding of what the problem really was.

I wanted to see this problem from a total 360 perspective so that I could come up with a solution that was positive for all of the stakeholders.

Emotional Intelligence- I knew that my life was made better with dogs, and after speaking and observing people who gave up their dogs, I knew I needed to do something.

My creative framework really came from getting a total understanding.

My solution was to share my experience and knowledge.



RESULTS

I was able to measure the impact of my project by gathering feedback from the viewers of my videos, speaking with people who viewed my videos, and speaking with animal control officers as well as the humane society workers.

Stakeholder benefits:

The viewers of my videos keep their pets and save money

Humane society saves money by having less animals in the shelters

Animal control received less calls

Myself I felt very accomplished and grateful for the opportunity to help others

The actual impact on my stakeholders with emotional as well as financial



CONCLUSION

I was anticipating for my videos to get a few views and maybe give some people some ideas

The results I received were very surprising. My videos had a total of 44 views. I was also approached in person and had a conversation in person with a viewer. I was informed that 4 dogs remained in their homes because of their change of behavior after watching my videos.

If I was to do anything differently, I would have done more research into my target audience to reach more people who were seeking out help with their dogs.



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